

## Message Text

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PAGE 01 MELBOU 00105 200113Z  
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 OPIC-06 /027 W  
-----071304 200123Z /73

P R 190515Z JAN 78  
FM AMCONSUL MELBOURNE  
TO USDOC WASHDC PRIORITY  
INFO SECSTATE WASHDC 4244  
AMEMBASSY CANBERRA  
EMBASSY MANILA 404  
AMCONSUL SYDNEY  
AMCONSUL BRISBANE

UNCLAS MELBOURNE 0105

E O 11652 N A  
TAGS BEXP, AS  
SUBJ: FOOD PROCESSING AND PACKAGING TRADE MISSION, MARCH 1978.

REFS A USDOC 00643 B USDOC 00626 NOTAL C SYDNEY 0084 NOTAL

1. AUSTRALIAN POSTS ANXIOUS PROGRAM SUCCESSFUL VISIT FOR TM MEMBERS  
TO AUSTRALIA AND APPRECIATE OPPORTUNITY TO INDICATE WAYS IN WHICH  
INDIVIDUAL MEMBERS MAY BETTER PREPARE THEMSELVES FOR STOPS HERE.

2. WE SUGGEST PRODUCT LITERATURE BE FORWARDED POSTS IMMEDIATELY SO  
THAT INTERESTED LOCAL FIRMS CAN BE PROVIDED COPIES WITHOUT DELAY. (WE  
ALREADY HAVE LITERATURE FROM MUELLER CO.). IN ADDITION, STRONGLY  
SUGGEST THOSE MISSION MEMBERS WHO, ACCORDING TO INFO REFTEL A, SEEK  
ONLY DIRECT SALES TO CONSIDER DESIRABILITY APPOINTING LOCAL  
DISTRIBUTOR

AND FOR ALL TM FIRMS TO ALSO CONSIDER EXPLORING LICENSING OR JOINT  
VENTURE ARRANGEMENTS. WE BELIEVE IT WILL PROVE VERY DIFFICULT FOR  
NTM FIRMS TO SELL FPP EQUIPMENT HERE WITHOUT A LOCAL DISTRIBUTOR  
WHO CAN OFFER SERVICE AFTER SALE. POSTS WOULD APPRECIATE QUICK  
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CANVAS OF MISSION MEMBERS SOONEST TO DETERMINE WHETHER THEY  
WISH EXPAND OBJECTIVES AS OUTLINED ABOVE.

3. POSTS WOULD ALSO APPRECIATE CLARIFICATION FOLLOWING POINTS  
REGARDING OTM/NTM STATUS FOLLOWING FIRMS WHERE OUR RECORDS DIFFER  
WITH INFO PROVIDED REFTEL A: (A) WE SHOW FITZPATRICK COMPANY TO BE  
REPRESENTED BY J L LENNARD, 81-83 DICKSON AVENUE, ARTARMON, NSW

WHERE REFTTEL A INDICATES IT TO BE NTM; (B) DRAVO CORP IS INDICATED AS REPRESENTED BY DRAVO PTY LTD, 30 ATCHISON ST, ST LEONARDS, NSW FOR NUMEROUS ITEMS INCLUDING FOOD PROCESSING EQUIPMENT; (C) ATLANTA SAW CO IS LISTED AS OTM IN REFTTEL A BUT POSTS HAVE NO RECORD OF LOCAL REP - REQUEST ADVISE IF THERE IS ONE; AND (D) JONELL EQUIPMENT CO, 22 LINCOLN PARADE, ASPENDALE, VIC, ADVISED POST IT IS GENERAL FISH MACHINE EXCLUSIVE AGENT WHEREAS REFTTEL A INDICATES FIRM SEEKING SALES REP.

4. POST PRESUME MEMBERS WILL RECEIVE FULL BRIEFING ON LOCAL BUSINESS CONDITIONS AND OPPORTUNITY READ MOST CURRENT FPP MARKET RESEARCH DATA INCLUDED IN CURRENT BEST PROSPECTS REPORT (77 SYDNEY A-50 DTD 9/28/77) BEFORE DEPARTURE. MELBOURNE AND BRISBANE HOLD ADDITIONAL MARKET RESEARCH DATA WHICH WILL BE MADE AVAILABLE TO MISSION UPON ARRIVAL. IN ADDITION, MEMBERS SHOULD ENDEAVOR QUOTE CIF COST FOR THEIR EQUIPMENT AS MOST AUSTRALIAN FIRMS REQUEST THIS PRICING BASIS.

5. REQUEST ADVANCE OFFICER STRINGER MAIL CAMERA-READY COPY MISSION BROCHURE TO MELBOURNE AS SOON AS IT READY (RATHER THAN HAND-CARRY HERE AFTER HIS MANILA VISIT) SO THAT POST MAY COMMENCE PRINTING AT EARLIEST POSSIBLE TIME. (MELBOURNE WILL PRINT MISSION BROCHURE ON BEHALF OF AUSTRALIAN POSTS).  
POPPLE

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## Message Attributes

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**Review Markings:**  
Sheryl P. Walter  
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